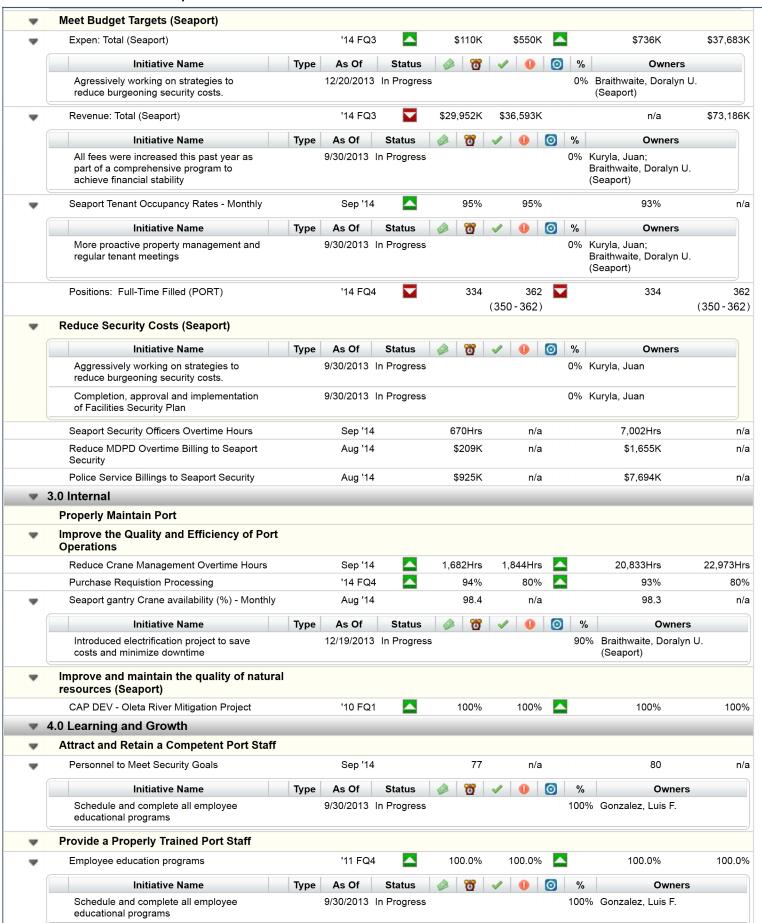
Information Name: Port of Miami - Seaport Description: Domain: Seaport Owners: Braithwaite, Doralyn U. (Seaport); Kuryla, Juan **Details** As Of FYTD Actual Actual Target FYTD Target 1.0 Customer Attract New Customers (Seaport) 77,973 81,132 807,999 TEUs (Twenty Foot Equivalent Units) Aug '14 857,404 Seaport Cargo Tonnage - Monthly Aug '14 673.689 721.746 7,066,718 7,627,437 **Initiative Name** Type As Of **Status** 0 % **Owners** On going marketing intiatives with 12/19/2013 In Progress 0% Kuryla, Juan; interested cruise lines and volume Braithwaite, Doralyn U. incentive discussions (Seaport) Promote Seaport Importance through Kuryla, Juan; 12/19/2013 In Progress advertising, monthly Port Partner Braithwaite, Doralyn U. meetings, participation in cruise and cargo (Seaport) trade shows Number of Cruise Passengers - Monthly Aug '14 393,102 280,535 4,626,030 3,801,560 **Initiative Name** 0 % Туре As Of **Status Owners** Promote Seaport Importance through 12/19/2013 In Progress 0% Kuryla, Juan; Braithwaite, Doralyn U. advertising, monthly Port Partner meetings, participation in cruise and cargo (Seaport) trade shows Improve Customer Satisfaction (Seaport) **Customer Satisfaction Survey** '14 FQ4 78% n/a 78% n/a **Improve Port Partner Satisfaction** Permit Mail Out Success '14 FO4 95.0% 100.0% 100.0% 95.0% 2.0 Financial Increase Cargo Revenue Total Cargo Revenue - Monthly Aug '14 \$1,952K \$3,176K \$28,109K \$33,559K **Initiative Name** Type As Of **Status** % Owners Promote Seaport Importance through 12/19/2013 In Progress 0% Kuryla, Juan; advertising, monthly Port Partner Braithwaite, Doralyn U. meetings, participation in cruise and cargo (Seaport) trade shows Volume incentive programs for large 12/19/2013 In Progress 0% Kuryla, Juan; customers. New business programs are Braithwaite, Doralyn U. negotiated for new services. (Seaport) Increase Passenger Revenue \$5.086K \$4,810K Total Seaport Passenger Revenue - Monthly Aug '14 \$55,842K \$58 290K **Initiative Name** Type As Of **Status Owners** Visit corporate headquarters of largest 9/30/2013 In Progress Kuryla, Juan; Johnson, Bill; 0% Braithwaite, Doralyn U. potential customers (Seaport) On going marketing intiatives with 12/19/2013 In Progress 0% Kuryla, Juan; Braithwaite, Doralyn U. interested cruise lines and volume incentive discussions (Seaport) 0% Kuryla, Juan; Promote Seaport Importance through 12/19/2013 In Progress advertising, monthly Port Partner Braithwaite, Doralyn U. meetings, participation in cruise and cargo (Seaport) Volume incentive programs for large 12/19/2013 In Progress 0% Kuryla, Juan; customers. New business programs are Braithwaite, Doralyn U. negotiated for new services. (Seaport)

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